

the collection of Isan local textile 'indigo dyed' fabrics under the concept of minimalism
ready-to-wear spring/summer 2015

Here comes the
chance to revive
Thai local textile
and bring it back
to this century.



A story of the
perfect combina-
tion between Thai
cultural heritage
and Western
minimalist style

.indigo[©]
journey

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ab- stract

After I combine the concept of Minimalism and the story of Western explorers in Thailand, I come up with the design based on a functional items and structural design, also the prints created by using map symbolization.

The silhouettes in the collection are mostly strong, wide, straight and structural due to the idea of strong woman explorer. The techniques I use is wrapping cloth and individual functional piece of cloth that can be adapted in the design which I got from studying the lifestyle of tribal minorities in Sakon Nakhorn. Other than the indigo fabric, I use off-white linen and cotton then add some shade like pale pink and fair beige to light up the overall image and this is why the signature texture is wrinkled fabrics to symbolize the feeling of natural, raw and casual. On the next page, I will show you the colorway, tone, material, texture and techniques of the collection.

isan muse

inspiration and information of the collection

Isan also written as Isaan, Isarn, Issan, Esan, or Esarn; is the northeastern region of Thailand. Isan is Thailand's largest region, located on the Khorat Plateau, bordered by the Mekong River (along the border with Laos) to the north and east, by Cambodia to the southeast and the Prachinburi mountains south of Nakhon Ratchasima. To the west it is separated from Northern and Central Thailand by the Phetchabun mountain range. Isan, as well as other parts of Thailand, has a very unique art and culture in their own society. Textiles are one of the significant features of Isan heritage. Long ago, the various Tai tribes in southwestern China, Laos, northern Thailand and northern Burma developed societies in which clothing represented much more than protection from the elements. The colors, patterns and weave all designated the specific tribe, the exact village, and the status of the individual within the village. When the Thais moved southward into their present homeland, they brought this clothing and texture culture with them.

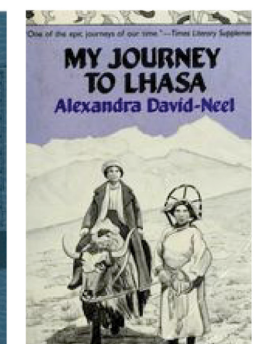
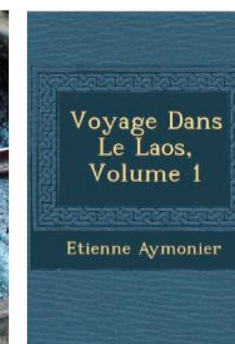
Most of the evidences in Northeastern region of Thailand does not come from Thai people, of course, they don't have enough innovative devices to do that. All the books, notes, documents and photographs are captured and written by Western explorers. Europeans first came to Southeast Asia in the sixteenth century. It was the lure of trade that brought Europeans to Southeast Asia while missionaries also tagged along the ships as they hoped to spread Christianity into the region. There are many famous explorers who's been to Southeast Asia, including Thailand. Etienne Aymonier is one of them. He also wrote a book named 'Voyage dans le Laos'. He wrote about his trip to Northeastern region of Thailand (which actually was known as Laos because of the border confusion back then). But my real inspiration and the most interesting explorer among others is Alexandra David Neel. A female Belgian-French explorer.

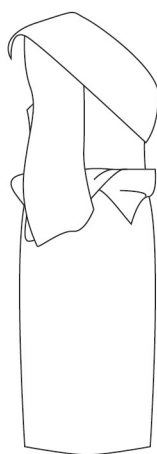
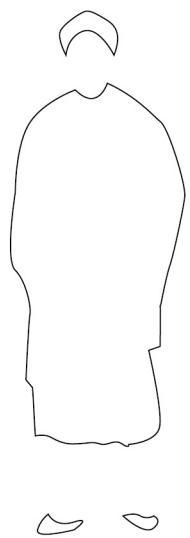
The textile technique I choose to use in my collection is *indigo dyed* fabric. What I like about this kind of fabric is its various shades of blue and it also lends the feeling of casualty, comfortability, nature and also minimalism. Indigo dye is an organic compound with a distinctive blue color. Historically, indigo was a natural dye extracted from plants, and this process was important economically because blue dyes were once rare. In Northeastern region of Thailand, Sakon Nakorn is famous for its indigo-dyed fabrics. Indigo dyed fabric is a traditional product of Sakon Nakorn province. Although rice production and animal husbandry are the main occupations of most people in the province, many villagers turn to indigo-dyed fabric production as a source of supplementary income. Despite their talent in making the indigo dyed fabric, villagers often cannot sell the product because the market is saturated with similar offerings from other villages. With old-fashioned patterns and styles, their products may be good for local markets but do not attract much tourist attention.

To aid the villagers, also according to the Culture Minister of Thailand who now files a proposal with the Cabinet today suggesting that Cabinet ministers wear only clothes made from Thai fabric—which shows that this is the time to bring back the Thai textiles to our society, with all ages, we have to encourage the people in this century to wear and embrace Thai local textiles. I decided to develop the Indigo project to solve the problem. The project included finding the real source of Indigo dyed fabric in Sakon Nakorn, new production techniques, and product development by designing new and more modern pieces for younger target group. I selected the inspiration that use to create products that would attract more attention, more trendy and less demode.

While I was finding the source of Sakon Nakorn's indigo dyed textile, I came up with the idea that "*Where do these historical evidences in Northeastern Thailand come from?*" and this question has brought me more than the answer, I got the inspiration.

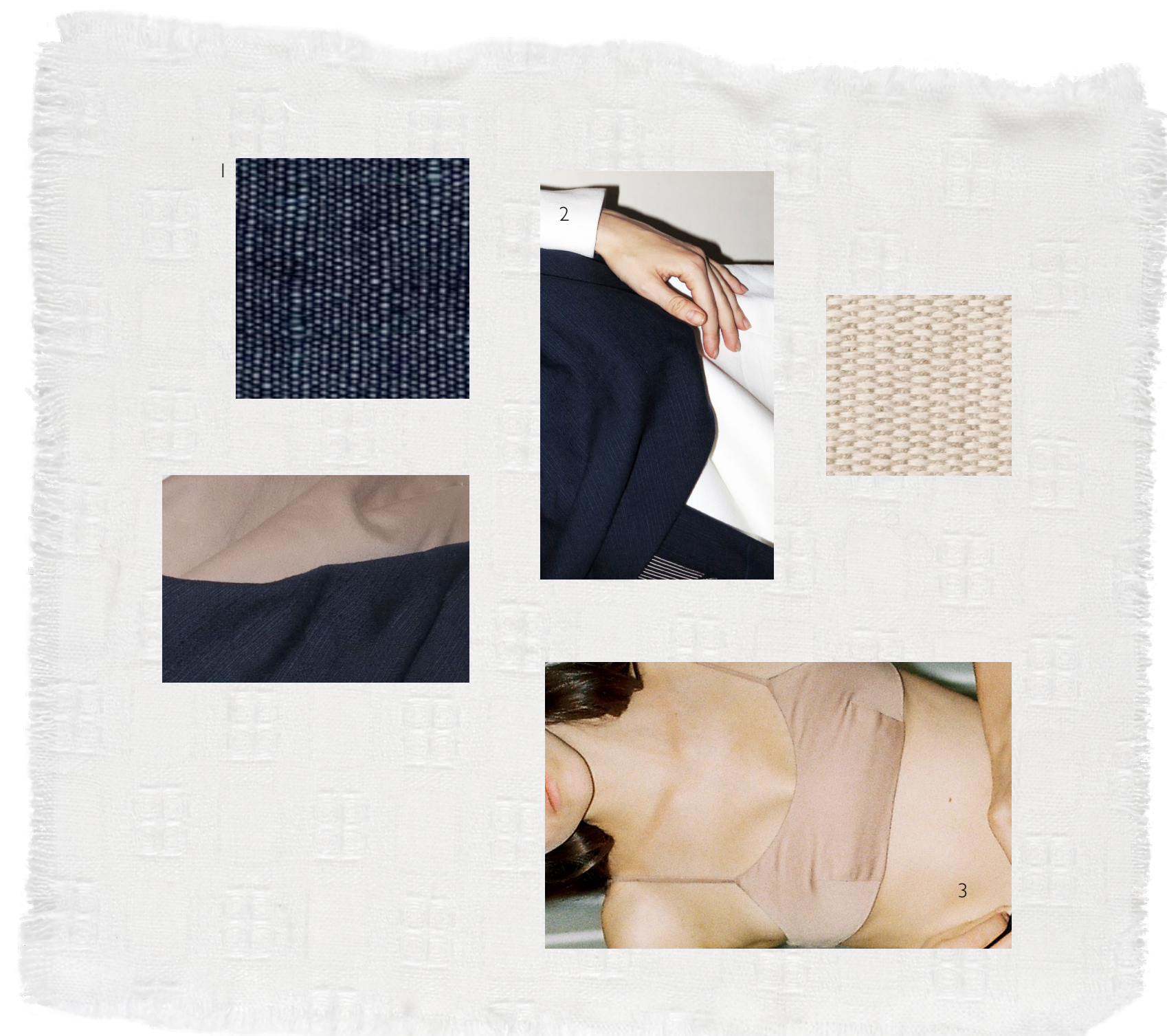
The second reason is likely to be my favorite thing about Alexandra David-Neel. Alone and unsheltered, Neel is also a very strong woman who believes in the true beauty of nature, as known as naturalism. Because of her trip alone and her closeness to nature, Neel became attracted to it. She made her last journey with Yongden and Marie-Madeleine Peyronnet, on the 28th of February 1973 to Bénarès where her secretary dispersed their ashes into the Ganges... The sacred river claimed the remains of Alexandra David-Neel, closing the final chapter in the life of a truly remarkable woman. A woman with an incredible sense of adventure... A woman who put real meaning into the term "To Explore"...





Every single silhouettes in my collection has been developed from the clothes of Northeastern region of Thailand's tribal minorities. The unique way of Thai people to use just a single piece of cloth to create an item for their everyday wear. They use fabrics they can find in the village to wrap around their bodies and tie it up by simple methods so as you can see in the picture, the silhouettes I get are simply straight, with a tiny bit of geometrical structure according to the shape of fabrics wrapping techniques.

Another silhouette I should mention is Cocoon line that seems to be oversized and interesting. I got this one from how Neel dresses every-day to travel around by herself. She has to bring important stuff with her and also to keep her body warm in a windy day or in winter season so her clothes are technically designed to solve all functional factors.



The colorway I use in my collection is a scheme of natural tone colors, subdued and pastel. If you look at the overview of my collection, the colorway seems to be complementary scheme—warm and cool tones of deep navy blue and light beige. here's the list of color I use in my collection (from left to right)

1. Midnight-wave Indigo	/ #2A334F
2. Ricotta white	/ #F7F6ED
3. Fair Malted Beige	/ #D6BFB3



indigo dyed

techniques and detail



The primary use for indigo is as a dye for cotton yarn, which is mainly for the production of denim cloth for blue jeans. On average, a pair of blue jean trousers requires 3–12 g of indigo. Small amounts are used for dyeing wool and silk.

Indigo carmine, or indigotine, is an indigo derivative which is also used as a colorant. About 20 million kg are produced annually, again mainly for blue jeans.[1] It is also used as a food colorant, and is listed in the United States as FD&C Blue No. 2. Indigo Dye can be done with many various ways such as; ironing out, steaming, scouring It can also developed a new design from some drawings which suddenly occurred to me as being suitable for wax drawing / dyeing. I think the method of tie-up the fabric and dye (as known as 'dip-dye') does not match my style and preferences so I began to use other ways to create the prints;using wax painted on the fabric before dyeing-"a wax-resist technique".

Traditional batik fabrics get their unique patterns from a technique called wax resist. Essentially, the plain fabric is treated with wax, which acts as a mask to prevent fabric dye from reaching certain areas. These protected areas will remain a lighter color than the fabric dye, giving them a unique new fabric pattern. It is the process of waxing and dyeing cloth. The canting consists of a small copper cup with a spout through which melted wax can flow out onto the cloth. Using beeswax to be melted in a small metal pot with a flame underneath. The design is drawn on the cotton fabric with a pencil. The cloth is tacked onto a wooden frame. Then taking the canting tool, the artist dips into the melted wax and begins applying it to the cloth. Once they have outlined the design, they pour on the first dye. When they are finished with this process, they put the fabric in boiling water and melt the wax off.

“An object or environment that embodies nature, simplicity, and subtle imperfection to achieve a deeper, more meaningful aesthetic.”

-Steven Bradley





minimalism,

The idea of simplicity appears in many cultures, especially the Japanese traditional culture of Zen Philosophy. Japanese manipulate the Zen culture into aesthetic and design elements for their buildings. This idea of architecture has influenced Western Society, especially in America since the mid 18th century. Moreover, it inspired the minimalist architecture in the 19th century.

Zen concepts of simplicity transmit the ideas of freedom and essence of living. Simplicity is not only aesthetic value, it has a moral perception that looks into the nature of truth and reveals the inner qualities of materials and objects for the essence. For example, the sand garden in Ryoanji temple demonstrates the concepts of simplicity and the essentiality from the considered setting of a few stones and a huge empty space.

The Japanese aesthetic principle of Ma refers to empty or open space. That removes all the unnecessary internal walls and opens up the space between interior and the exterior. Frank Lloyd Wright was influenced by the design element of Japanese sliding door that allows to bring the exterior to the interior. The emptiness of spatial arrangement is another idea that reduces everything down to the most essential quality.

The Japanese aesthetic of Wabi-sabi values the quality of simple and plain objects. It appreciates the absence of unnecessary features to view life in quietness and reveals the most innate character of materials. For example, the Japanese flora art, also known as Ikebana, has the meaning of let flower express itself. People cut off the branches, leaves and blossoms from the plants and only retain the essential part from the plant. This conveys the idea of essential quality and innate character in nature.

"Minimalism is not defined by what is not there but by the rightness of what is and the richness with which this is experienced." John Pawson

Letting minimalist ideas guide your approach to fashion does not mean sticking to a visually minimalist style (although it can); instead it is about embracing the minimalist concept of having less but making sure that everything you do have fits your aesthetic taste and lifestyle perfectly. To me, a minimalist approach to personal style consists of the following elements:

- + Simplicity. The focus lies on creating a fuss-free wardrobe consisting of a small, but perfectly curated selection of items, that is tailored to your aesthetic preferences and lifestyle and contains no imperfect items that take up space and distract from the essence of your style.
- + Function. Rather than accumulating a bunch of individual pieces, the minimalist approach involves collecting a set of harmonizing items that are optimally adjusted to your lifestyle. The approach requires a close analysis of your daily activities and both your practical and emotional requirements. The final goal is a wardrobe that suits your needs exactly and allows you to quickly put together an outfit for every occasion.

+ A defined personal style. Above all, the minimalist approach is about defining your own personal style, and building your wardrobe around it. There is no point in reducing your wardrobe to a small number of expensive, high-quality items, if you are going to be over them by next year; so developing a strong, refined personal style and a stable awareness of your preferences is key.

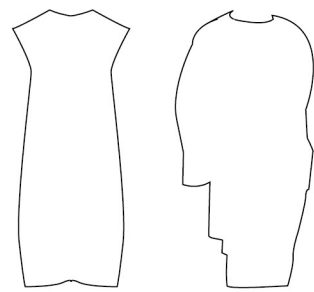
+ Self-expression. Personal style is a means of self-expression. Rather than following current fashion trends, the minimalist approach is about perfecting a signature look and creating a unique collection of items that closely reflects your style and aesthetic judgement and is free from imperfect items that taint that reflection.

+ Originality. The minimalist approach does not prescribe a certain set of 'wardrobe essentials' and is not dependent on a visually classic or minimalist look. Rather, it suggests a method for making choices: You can have a bohemian, extravagant or eclectic style and still use the minimalist approach to stock your wardrobe full of well-selected items that fit your taste and lifestyle.

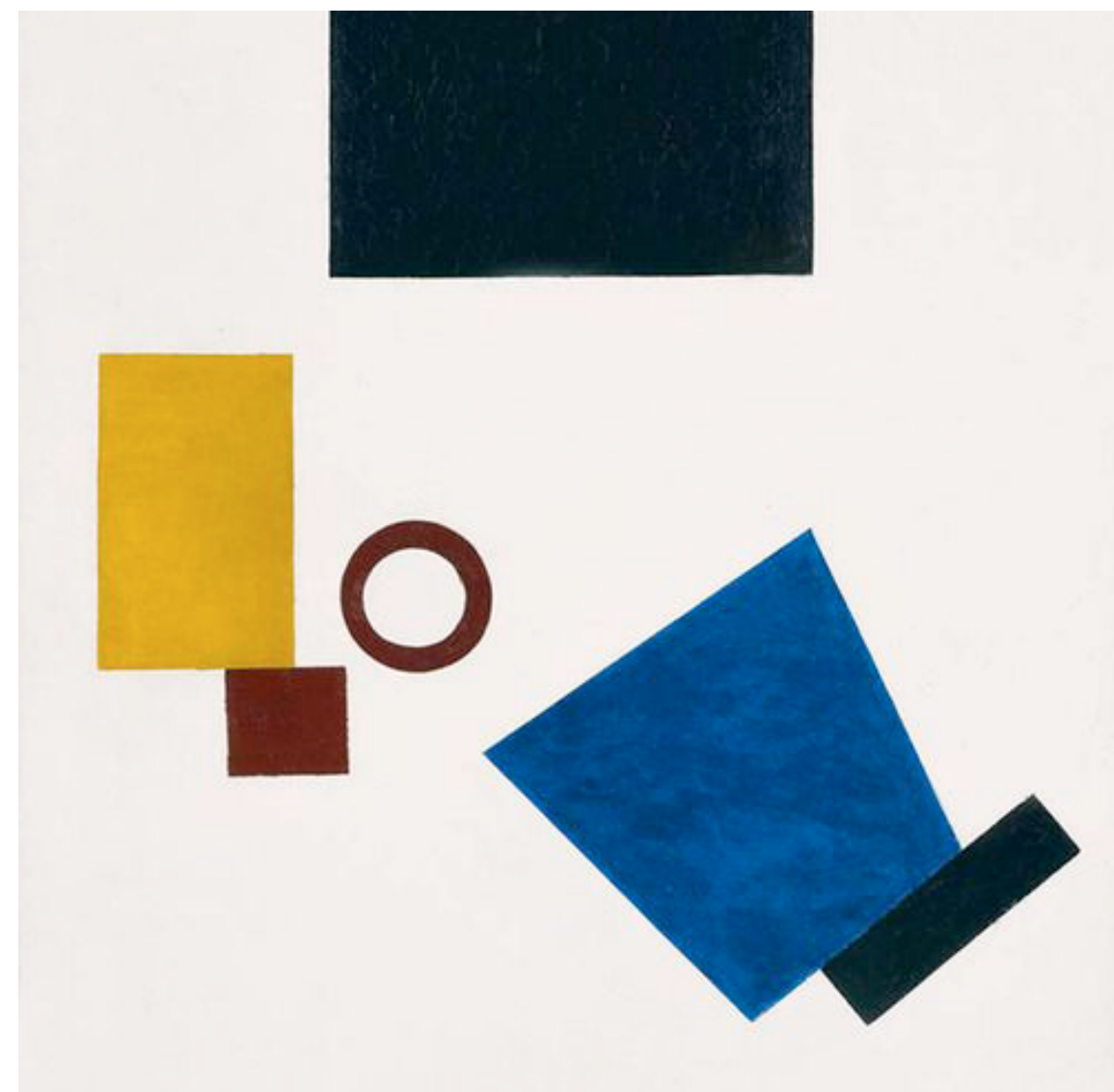




About styling the total look, above all the main item in clothes I decided not to add so many accessories on the model. There are actually minimal accessories available for people who want to put on extra items but still want to stay 'minimal'. I don't think it's the real meaning of what minimalism is. The core of beauty is what I put on the model to wear—the dress, pants, jacket, etc. and it's essential to focus on the main idea of the total look, not the unnecessary items on it. For example, the picture above is the work by a French designer; my favorite alternative minimalist designer of this decade 'Anne Sophie Berger'. She creates a normal t-shirt dress with a big text printed on and what she already added to the dress has done the thing that other accessories should have done, to complete the total look perfectly.



As you can see, the silhouettes are much alike the ones I got from the inspiration; straight-lining, oversized and sometimes, geometrical shapes are used in the silhouettes. The colorway in minimalism is not extraordinary; obviously, it is quite simple but not boring. The wise usage of the colorway can complete the simplicity of the designs. Different shades of white and darker colors can create an interesting sharp contrast. Materials are various, from cotton to polyester-but in my collection, due to the inspiration and personal preferences-i only use the natural ones.



Minimalism in visual art, generally referred to as "minimal art", emerged in New York in the early 1960s as new and older artists moved toward geometric abstraction; from above, a work by Connie Goldman / a work by Kasimir Malevich.

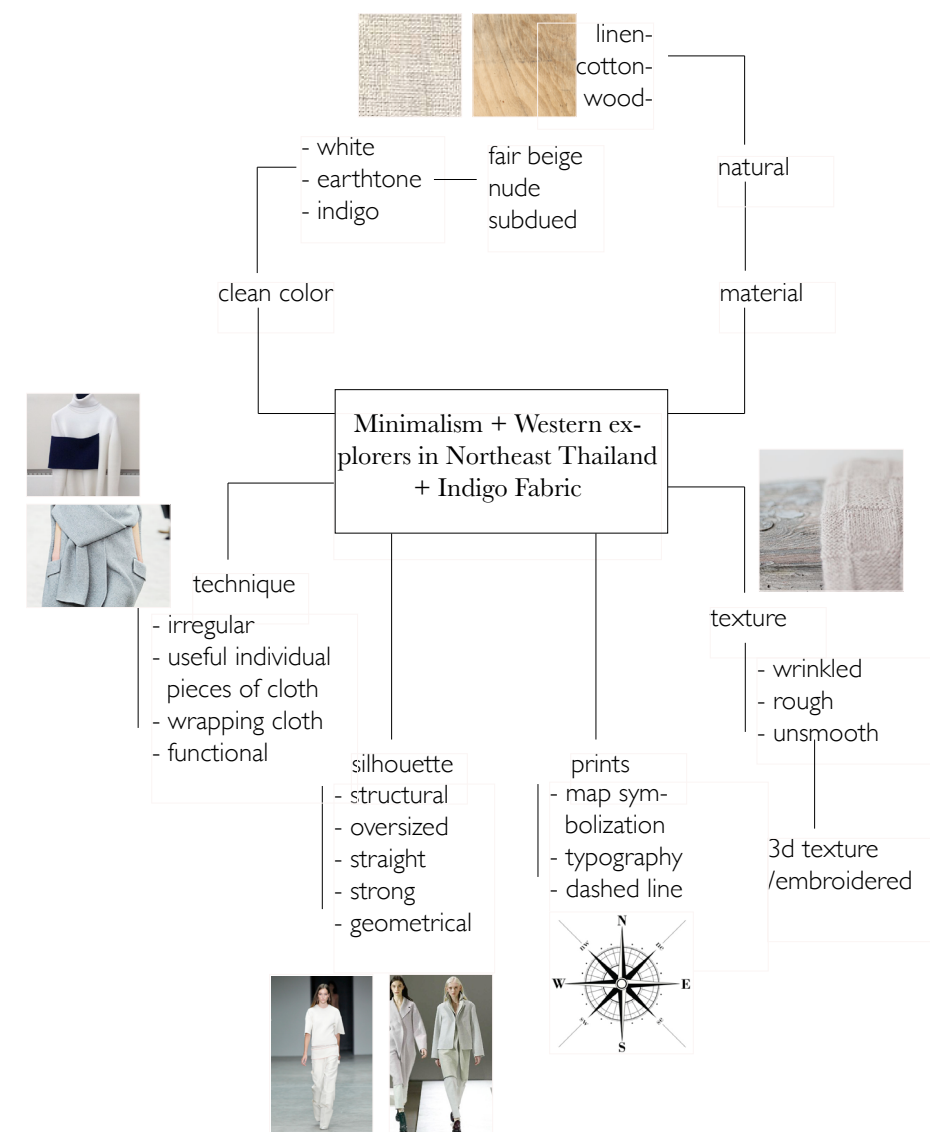
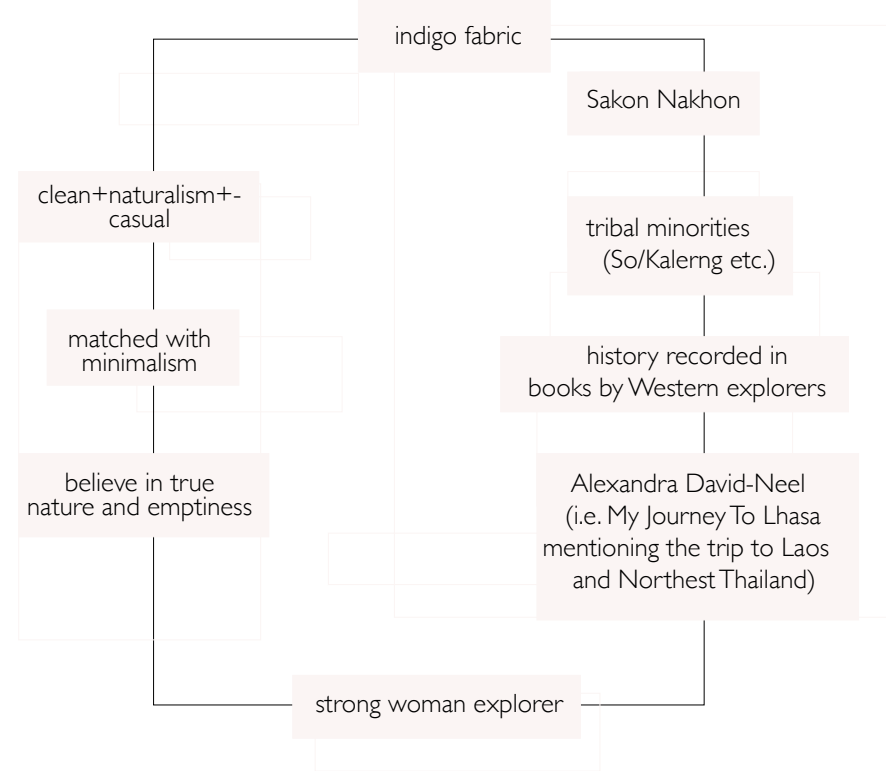


Styling and make-up is also important for the minimal look. There are many reasons why you might want to try wearing less make up. It's the time to explore the core of beauty and to show everyone around you that you can bring out the "real" you, wearing less make up can bring out your natural beauty while still giving you a bit of enhancement.

The most essential part is the skin. I think the best way to show your skin is to make it look healthy but keep it real. My model has freckles and that's the good part. Learn to embrace your flaws and turn it into a charming features. As I mentioned before, my minimalism attitude is not those perfectionist's neat styling but to keep everything simple.



Hairstyling in my collection is quite simple and effortlessly beautiful, as always. The model can do any hairstyle that is suitable for her—tie up, low pony tail or just loosely straight hair down to the back.



output,01



Talking about the techniques after I combine the two crucial concepts together, of course, *the wrapping*. From the lifestyle of Kalerng's people in the village of Sakon Nakhorn-wrapping cloths is an interesting detail I want to use in my collection.

There are many runway support, designer brands that feature this techniques (not to copy or anything, you know we all have different sources to find the inspiration-come on.) But this technique I use about wrapping and folding cloths are likely to be used with a structural material to reduce the feminine impression and gain a strong femininity like Alexandra David Neel. This gives you the picture that this techniques can be used in a very simple and minimal forms, not too prominent but still leaves the impressive marks after being seen.



According to the fact that I have to design clothes in order to convey the idea of Western "explorer". The explorer/traveller's signature needs are to be as active and practical as possible. I use the information about Minimalism in Fine Arts that cites about abstraction of geometrical forms. As you can see on Kasimir Malevich's works (White on White, or any of his works that he filled with geometric forms) I decided to create more sensible and more pragmatic usage of these geometry details. You might have seen all those minimal white dresses with a surrealist geometric shapes sticking on the sleeves-but that sometimes makes no sense at all. This inspires me to find the advantage of those simple shapes and make them more worthy. Every pieces that I add on the items can be taken off and used as a bag or a scarf.

With the same idea, I also find it cool and unique if I can make the best out of every item I make. Because according to the inspiration, it's all about practical gimmicks in a simple design which would absolutely makes my collection a lot more interesting. The dress I design with a bag on it can provide you a clearer picture. You can fold the whole dress and put it in a bag that once just a part of your dress. And a long sleeve coat with rope that can be worn in two different ways; first, you can wear it as a long top with a bareback design (tie the rope and it's adjustable for every sizes) and second, for those windy and cold days, you can bring this top with you can use it as a coat to add more layer for your clothes.

output,02

material
usage

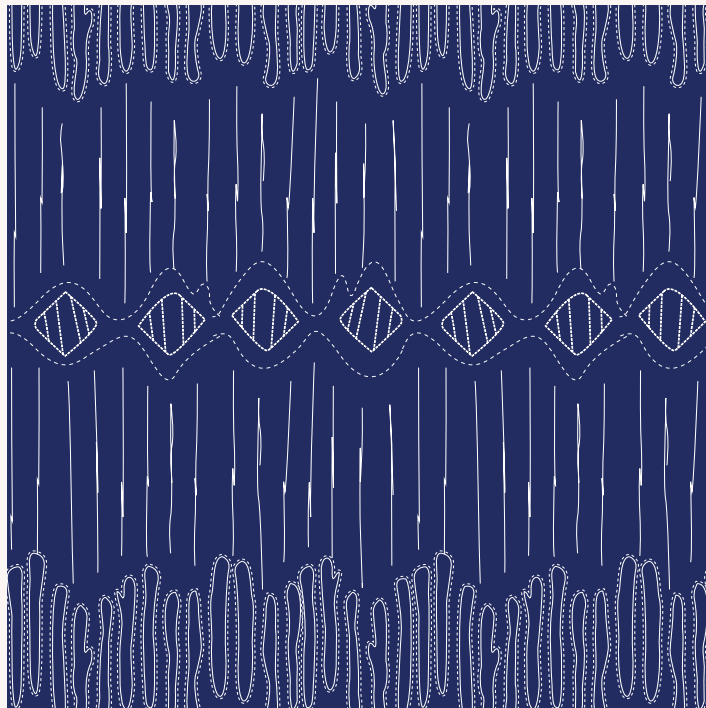


The main inspiration influences me to use all material from nature. No glossy material, rubber, plastic, or any extraordinary synthetic materials. The ones I used in my collection are *Cotton*. *Cotton* is a soft, fluffy staple fiber that grows in a boll, or protective capsule, around the seeds of cotton plants of the genus *Gossypium* in the family of *Malvaceae*. The fiber is almost pure cellulose. Under natural conditions, the cotton bolls will tend to increase the dispersion of the seeds. Cotton is used to make a number of textile products. These include terrycloth for highly absorbent bath towels and robes; denim for blue jeans; cambric, popularly used in the manufacture of blue work shirts (from which we get the term "blue-collar"); and corduroy, seersucker, and cotton twill. Socks, underwear, and most T-shirts are made from cotton. Bed sheets often are made from cotton. Cotton also is used to make yarn used in crochet and knitting. Fabric also can be made from recycled or recovered cotton that otherwise would be thrown away during the spinning, weaving, or cutting process. While many fabrics are made completely of cotton, some materials blend cotton with other fibers, including rayon and synthetic fibers such as polyester. It can either be used in knitted or woven fabrics, as it can be blended with elastine to make a stretchier thread for knitted fabrics, and apparel such as stretch jeans.

In addition to the textile industry, cotton is used in fishing nets, coffee filters, tents, explosives manufacture (see nitrocellulose), cotton paper, and in bookbinding. The first Chinese paper was made of cotton fiber. Fire hoses were once made of cotton.

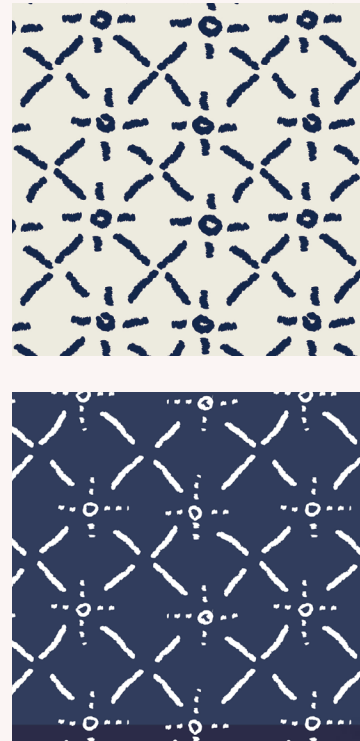


To get the more natural look in my collection. Material can create a different texture when touched or seen. Speaking of wrinkled texture, *Linen* would be on the top of the list. *Linen* is a textile made from the fibers of the flax plant, *Linum usitatissimum*. Linen is laborious to manufacture, but the fiber is very absorbent and garments made of linen are valued for their exceptional coolness and freshness in hot weather. Many products are made of linen: aprons, bags, towels (swimming, bath, beach, body and wash towels), napkins, bed linens, tablecloths, runners, chair covers, and men's and women's wear.) But due to the process of the fabric printing, I have to use Linen polyester blend fabrics to get the accurate colors from the original prints I designed.



output, 03 / 1 prints

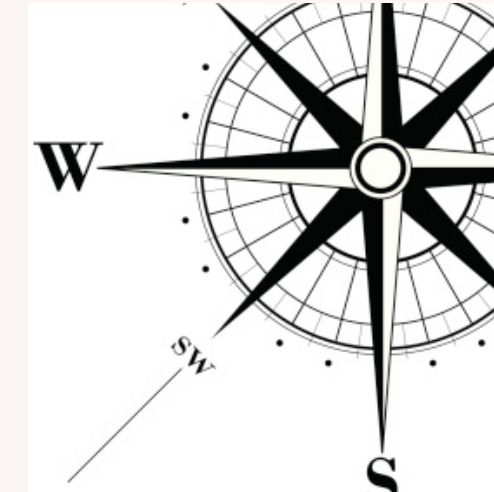
The first pattern illustrates the mountain symbol on maps added with the symbol of population, originally known as a square with lines but I adjusted the form to be more irregular; rotate it then use the dashed line instead. The shape of mountains conveys the idea of irregular forms and imperfection. I use the dashed line around the mountain shapes and a handwrite-looking line to simplify the whole prints. This pattern is used on the piece of scarf wrapping around the white long sleeve coat. To get more outstanding result, I bring out the mood of unsmooth and rough texture by applying embroidery technique so the pattern becomes bas-relief.



output,03/2 *prints*

This is my most favorite prints in the collection. I have to stick to the concept of Indigo Dye and wax-resist technique is the method of printmaking I choose to adapt with my collection. This technique cannot create an accurate and perfect pattern because of the handmade method of the makers. This becomes the gimmick I want to use; *irregularity*. Instead of create a perfect symmetrical pattern, I decided to hand-draw all the shapes in the print to get the irregular feeling from it and to make a digital printed fabric look like an organic dyed fabrics. The idea of the prints is related to the inspiration. Explorer: The must-have item that all travellers and explorers have is a compass. The sign of a compass derived from the North Star. You might have seen the shape of a star-like with circle in the center among the alphabet N,S,W,E. I trace the north star shape by using a pencil tool, adjust the brush stroke to make it look like a hand-drawn line and apply various color scheme to find the best one.

Digital printing can be confusing and a hard work sometimes. At first, I intended to use a 100% natural linen but after I have discussed with the specialist, the best way to get an accurate prints and correct colorway is to print the file on a synthetic fabric, not a natural one. This is why I have to find the synthetic fabric that look the most natural, not glossy, not glow and still get the rough feeling when touching. A linen polyester blend fabric can do that. With a realistic linen texture, I think it's great for my dress. I printed a deep blue pattern on off-white background which is the original color of the fabric. It came out pretty well.





output,03/3 *prints*



I used the signature dashed line style to adapt with typography. I choose the word 'Trajet' which means Path, according to the East meets West style and the typography refers to the books written by Western explorers.

01	A. / casual long dress		
	-Stella McCartney		
	-Jil Sander		
	-COS	01	
02	-Calvin Klein	Straight line	01
			page 34 - page 35
03	B. / turtle neck, sculptural color, high collar		
	-Calvin Klein		
	-Hermes		
	-Acne Studios		
	-Celine		
04	-J.W.Anderson	02	
		Cocoon line	
	C. / oversized jacket, coat with straight line long pants		02
	-Celine		page 36 - page 37
	-Chloe		
	-Maison Martin Margiela		
		03	
		Cocoon line	
	D. / trendy, casual every-day look,mod		03
	-Jacquemus		page 38 - page 39
	-Maison Kitsune		
	-Stella McCartney		
		04	
		A line	04
			page 40 - page 41



A minimal straight line
forms the completely
simplicity and casuality
yet outstanding with the
detail, material, pattern
and finishing.



A/01



B/02



A more formal look we all get from the structural high collar or a unique designed top lends the whole collection more formality and at the same time, simplicity and effortlessly beautiful.

C/03



The one and only silhouette from the runway support by all minimalist designers are a big oversized coat with long straight pants. The signature item and silhouette can assure the power of minimalism.



The silhouettes all above are strong and bold enough I have to balance the collection with the word casualty. Adding more casual everyday look with A line dress, simple items and loosely detail.

D/04



Jacquemus

final sketch

the final design on figures



casual

Normcore is in the eye of the beholder. One popular interpretation of the trend leans on casual look that, in fact, everyone can own and wear. My target group is actually all those normcore people. They purchase clothes that they are sure they can wear it everyday and not willing to be the center of attention. So the occasion that must be the big one in this project is Casual. I design every clothes with tiny little detail, likely to be seen as a clean, simple items, not in a dumbed-down way, but insofar as it extrapolated the ideas with a view toward day-to-day wearability.





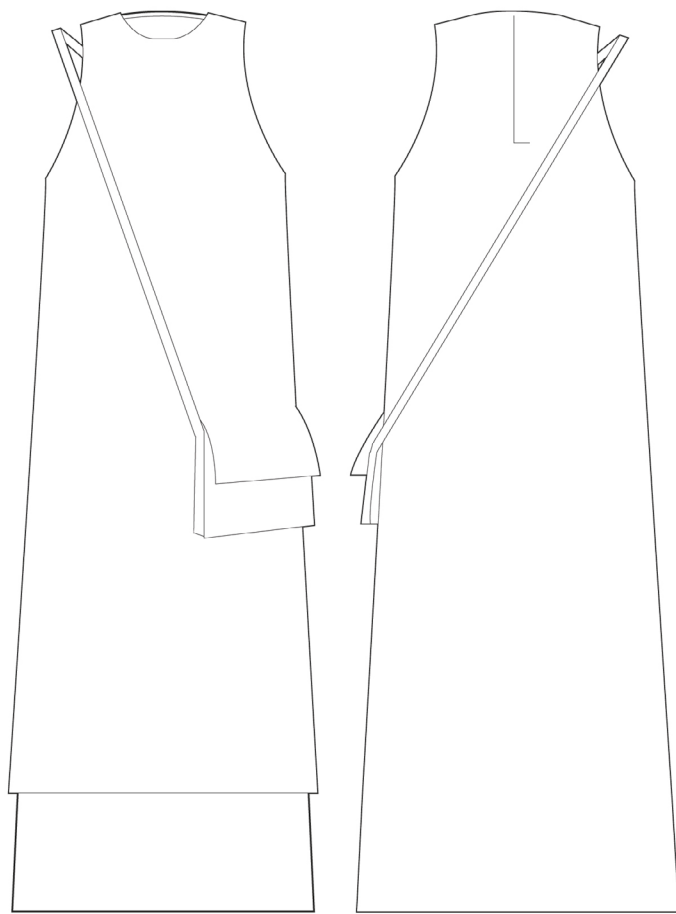
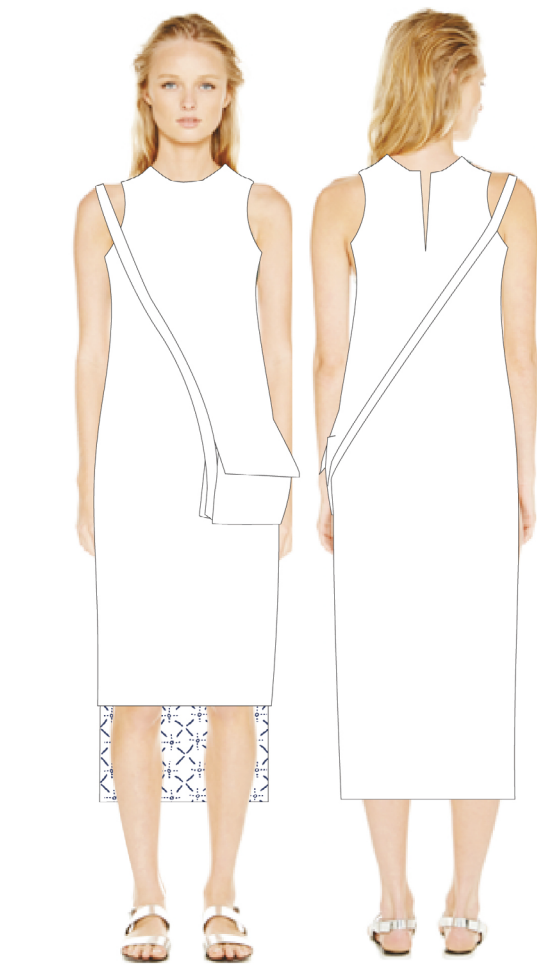
The age range in my target group is quite specific, from 19 and above, which means they are likely to be business women or at least, own a job or have an occasion to wear formal dresses. But my formal designs are not super high class tailored suit but a proper minimal items that can be adapted to wear for everyday look, or in emergency case, you can grab a jacket and go to the meeting without feeling ashamed. The whole style is still simple and casual.



Party wear is the occasion added to this project to gain more buyers and extend the target group if possible. The important thing for brand marketing is to be able to get more customers while the brand itself can still manage to keep its own style, personality, brand position and the message that the brand wants to convey. In my opinion, I think party wear might be unnecessary for my brand but if I turn it into 'Party Business wear', it is more understandable and makes sense to me. And if you can notice, the designs are still easy to wear but I add a fun and striking detail on the dress to fulfill the party business occasion definition.

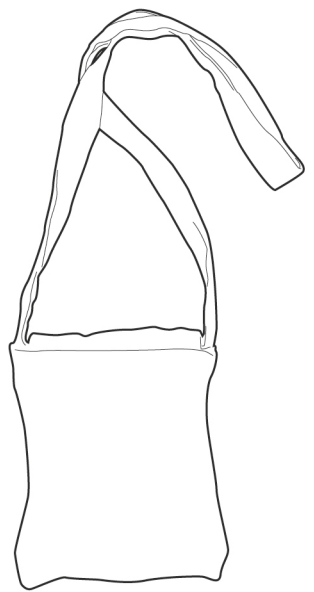
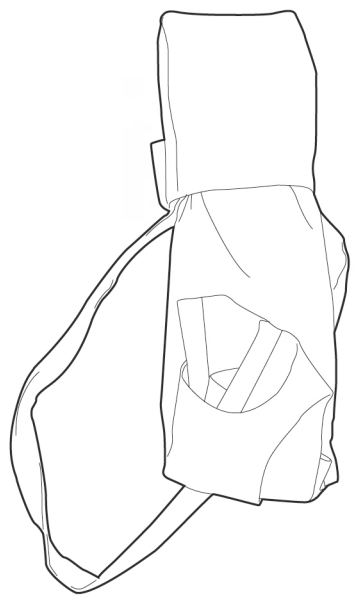
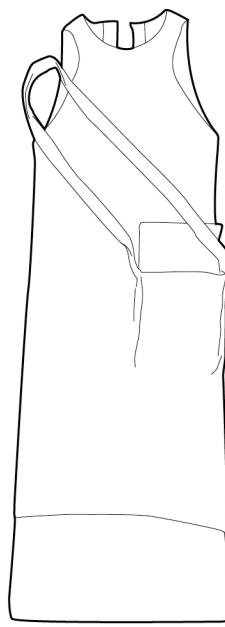


Trajet 01



Trajet 01 embedded bag dress

A straight line dress with embedded crossover bag. This dress can be folded into a cross-body bag.

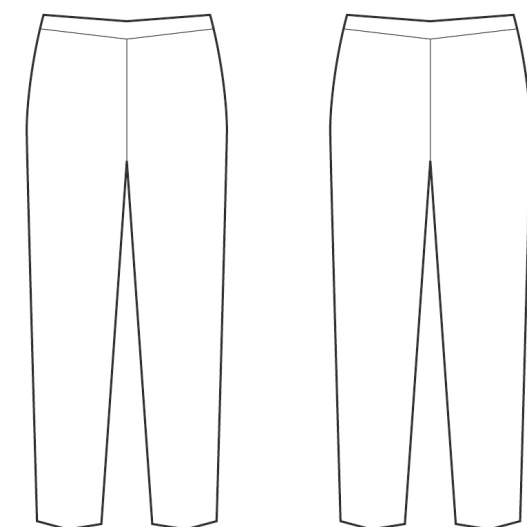
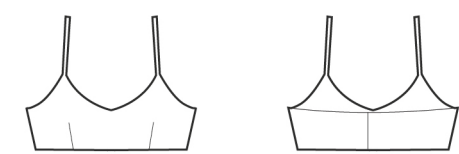
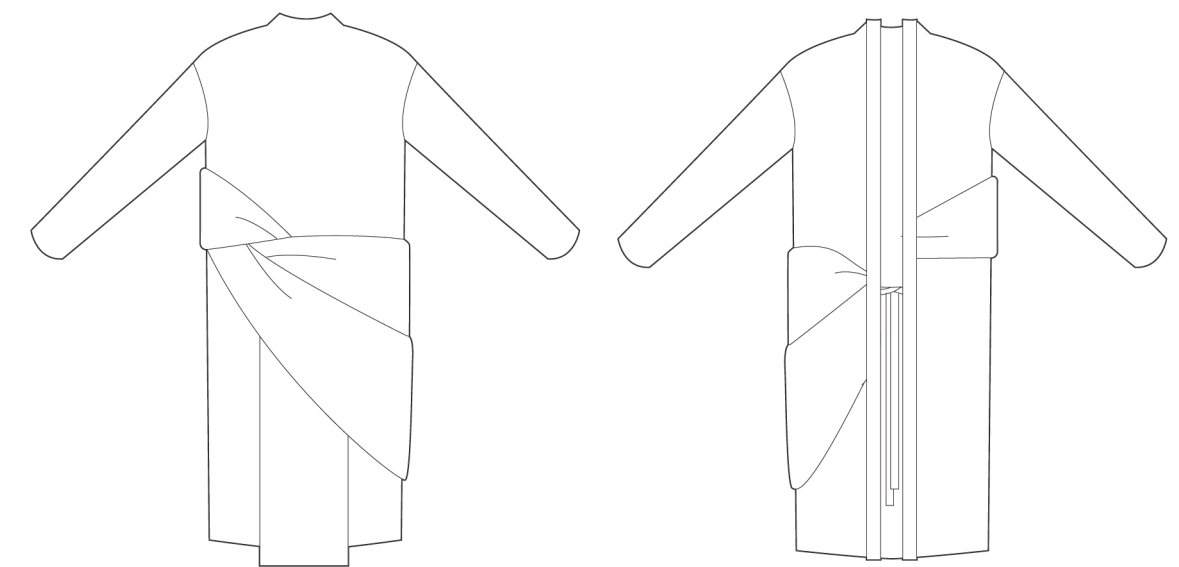
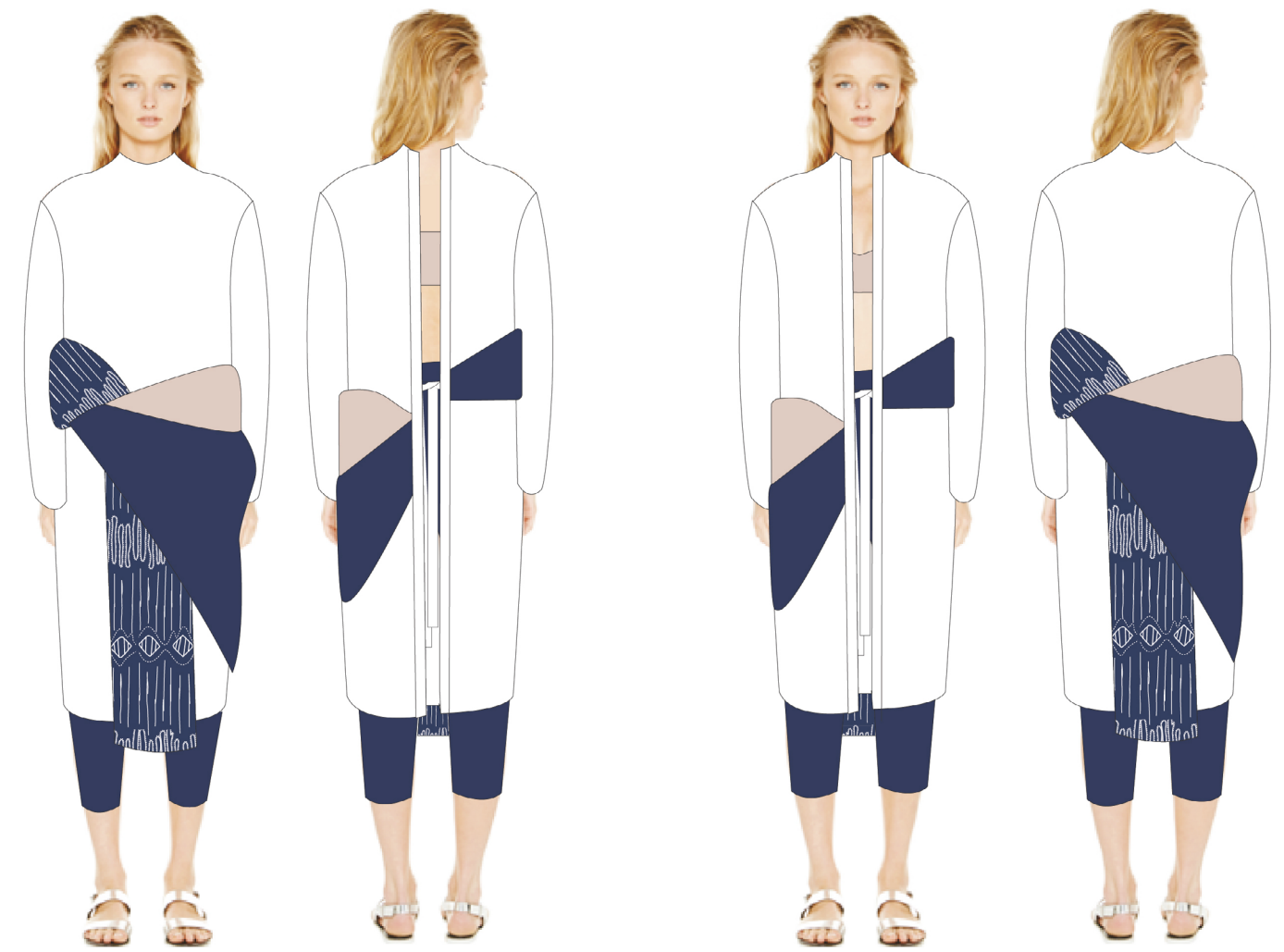


instruction

- a.** flip the inside of the bag (the blue part) to the outside
- b.,c.** prepare the other parts of the dress by laying out as shown above
- d.,e.** fold the dress vertically into the bag
- f.** enjoy carrying this dress around in a practical way.



Jumeau 01



Jumeau 01 long sleeve top

A long sleeve top with wrap-ping cloths, this item can be worn in 2 different ways by wearing as a long sleeve top and a coat.

NU bra top

A 100% cotton minimal bra top with seamless design and fine bra straps.

Neutre long straight pants

Long straight pants with hidden zip and seamless detail.

.indigo[©] journey

I create minimal, functional clothing which eschews trends in favour of understated, wearable style. The ethos of taking a traditional item and reworking it to create something modern gives a timeless quality to the clothes. With a strong, directional approach which resonates with customers.

The collection 'Indigo Journey' or in French (according to Neel's birth place); *Dans le Voyage Indigo*. we focus on our target group, business women and sophisticated girl from 19-35 years old who loves simplicity, keen on imperfection, always keeps her casual look with effortless stylish sense. This kind of women put all their effort on works and accomplishment--but most of all, she still manages to spare her time for travelling around the world, meeting new people and learning something new everyday. This lookbook symbolizes the simplicity of a girl who tied up herself to the true beauty of nature. Keep everything simple and down to earth. Average Western-looking hotel room with barefoot or no make-up and plain unornamented hairstyle showing her pureness of appearance because she believes that the true meaning of beauty is actually what lying inside her mind., not what she's wearing, not what she's trying to expose.

This Indigo Journey S/S 2015 lookbook shot by me, Patcha P. Coppola and Jetana Ruangjun. I realized we have the same aesthetics. The idea of the look book was trying to do fashion but something which is not "à la mode". No flash, no color back, no flowers, no fruits. Something timeless.

So we came up with the concept of two different style of photography-A digital camera and a original film camera. I took the digital one, snap, snap and snap. Grab the feeling of imperfection, raw, natural and unprepared. While my boyfriend, Jetana took all photographs in film, more unique and more appealing by the colors and grains and things that digital camera cannot capture.



dans le voyage indigo

The first part of this look-book contains a collection of photographs taken by me using a digital camera without using any photo retouching, editing or using any enhancement to represent the impression of imperfect beauty.







Zlata Sedunova, REX hotel, 2014



Zlata Sedunova, REX hotel, 2014





This is the second part of the lookbook shot by Jetana Ruangjun using a film camera to convey the message of original photography that doesn't have to be processed by modern methods. Keep the collection simple, raw and instinctive.











Useful Websites

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www.infomat.com
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Indigo Journey

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